



## Virginia Green Visitor Center Profile:



# Staunton Visitor Center

## Staunton, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

### Staunton Visitor Center

"Local visitor center for Staunton area located in the downtown area."

**Green Statement:** "We realized we are already doing a lot of the core activities. We decided to investigate it further, as we felt that environmentally, it was the responsible thing to do."



### CORE ACTIVITIES for all *Virginia Green* Visitor Centers

☑ This symbol indicates a required activity for Virginia Green Visitor Centers. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Staunton VC** can expect the following practices:

☑ **Recycling and Waste Reduction.** Virginia Green facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, fluorescent lamps, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Do not use Styrofoam
- Reduce paper wastes by providing "on-line" access to brochures and other tourism information
- Purchase recycled-content paper towels and toilet paper
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Use reused building materials or those from sustainable sources
- Use latex paints
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system

- Use less toxic materials
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers

☑ **Styrofoam/Disposables Minimization.** Participants are encouraged to minimize use of all disposables and eliminate the use of Styrofoam products for take-out and left-overs. This facility pledges that they:

- Use disposable containers made from recycled content paper

☑ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
  - low flow restrictors on faucets and showerheads
  - low flow toilets
  - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first)

☑ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an “energy management system” in place to track and meter energy usage
- Use LED Exit Signs
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation

☑ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants. This partner organization pledges that they:

- Send out emails or mailers to their membership about Virginia Green.
- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- Set a goal for recruiting their member facilities.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.

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For more information on **Staunton VC**, see [www.visitstaunton.com](http://www.visitstaunton.com) or contact **Sheryl Wagner** at [wagnerss@ci.staunton.va.us](mailto:wagnerss@ci.staunton.va.us) or **540-332-3865**.

For more information on the **Virginia Green** program, see [www.deq.state.va.us/p2/viriniagreen/homepage.html](http://www.deq.state.va.us/p2/viriniagreen/homepage.html) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green** is the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

